

IMPACT REPORT 2020

Tampa Bay's Growing
Startup Community

Launching During a Pandemic

Building for Founders





Embarc
Collective

OUR MISSION

WE HELP TAMPA BAY'S STARTUP TALENT BUILD BOLD, THRIVING, SCALABLE COMPANIES

We began supporting 25 early-stage technology startups in March 2019. In January 2020, we opened our 32,000-square-foot facility in downtown Tampa. At the time of publication, we are supporting nearly 60 early-stage startups with individualized coaching, group programming and a peer community to help member startups scale faster.

Why a Non-Profit Structure?

We structured ourselves as a non-profit organization to best serve our stakeholder: the early-stage technology startup.

The value of services provided to each company we serve is far more than the nominal fee that each company pays for Emarc Collective membership. We supplement the rest of our budget through events, corporate partnerships, sponsorships, and grants.



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Collective

TURNING OBSTACLES INTO OPPORTUNITIES

A LETTER FROM THE CEO

For Embarc Collective, 2020 was defined as an exercise of turning obstacles into opportunity.

In January we launched the final component of our value proposition, our 32,000-square-foot physical space. In doing this, we could finally bring our vision of making Embarc Collective the central landing zone for the Tampa Bay startup community to fruition.

And, in spite of a global pandemic, I'm proud to say we've started to do just that: At the time of publication, Embarc Collective is the home to almost 60 early-stage technology startups, which accounts for about 20% of startups in the Tampa Bay region.

Since March 2020, we've accepted 20 startups into our Embarc Collective membership, demonstrating that the startup community can grow in spite of (or perhaps because of?) the world being turned upside down with COVID-19. This is the community I focus my time on each day and constantly think about how we can increasingly leverage our resources, experience and network to best serve these growing ventures.

We made modifications to our space and protocols to ensure that startups could still build safely amongst a community of peers. Those companies have received almost 1,300 hours of in-person and virtual 1:1 coaching from our staff. And we've hosted 65 group learning sessions for our membership, made available both in-person and virtually, with an average participant rating of 3.75 out of 4.0.

TURNING OBSTACLES INTO OPPORTUNITIES

A LETTER FROM THE CEO

Pre-pandemic, we were on track to host over 100 events on technology, entrepreneurship, innovation and business in our space with our community partners and sponsors. While in-person activities were halted for a few months, we have since resumed events at Embarc Collective, but with a new process to ensure adherence to CDC health and safety recommendations. We have also launched hybrid events - where a small number of attendees are in person similar to a studio audience and the remainder of attendees participate virtually.

The pandemic has allowed us to bring the world to the Embarc Collective membership and Tampa Bay startup community. With virtual events, we were able to secure speakers like Matt Salzberg of Blue Apron, Alexa Von Tobel of LearnVest and Inspired Capital, and Angela Lee of 37 Angels and Columbia Business School for our largest events of the year.

2020 has also given us the opportunity to reflect on the inequities that exist in the startup community and how we can shape Tampa Bay to offer more opportunities to all entrepreneurs. This is an area where we need to continue to work as the demographics of the startup community in Tampa Bay do not yet reflect what our broader community looks like.

TURNING OBSTACLES INTO OPPORTUNITIES

A LETTER FROM THE CEO

Our work with JPMorgan Chase to produce the Glaring Gap Report highlighted that there are just 16 women investors (within leading angel networks and within venture firms) in the state of Florida. Yes, just 16 in a state with a population of over 21 million people. In November, we trained 50 women to conduct their own diligence process through our Glaring Gap Summit in November to address this dismal stat head-on.

To say that in our first full year of operation, 2020 sent some curveballs is an understatement. But we've come out the other side stronger and more resilient.

- *Lakshmi*

Lakshmi Shenoy
Embarc Collective CEO





A PLACE FOR COMMUNITY

Core to the vision of Embarc Collective was creating a physical central landing zone for the Tampa Bay startup community.

Having a known destination of where to find the people you need to grow a business creates the community we envision. The design of the physical Embarc Collective hub was by the team at Kreher Barna Designs and KWL Architecture. They ran with our initial vision to create a network of neighborhoods and created intentional spaces that created a intimacy within our vast 32,000-square-foot facility. The Creative Contractors team served as our general contractors and brought the vision to life.

We have been commended on the vibrancy of the space, the intentional reflection of the natural life we get to experience being in Florida, and our thoughtfulness in planning. Each square inch has been carefully arranged and can be utilized in multiple ways.

The open spaces are designed to create serendipitous run-ins that have become the norm at our facility. Somehow you're always running into the person you need to meet at Embarc Collective.



COLLISION POINTS

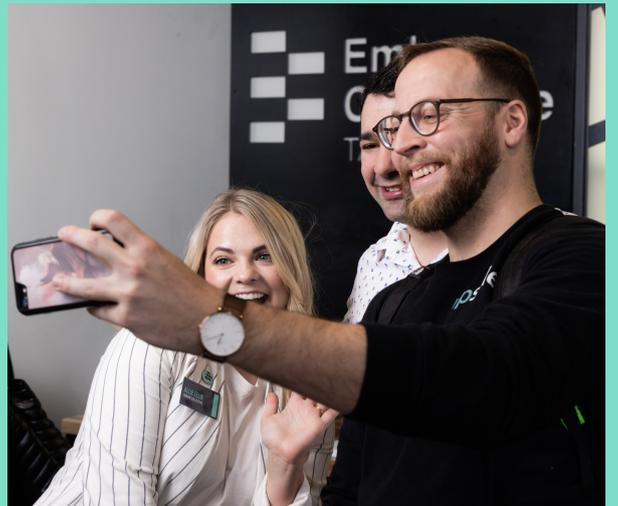


ENDEAVR

A partnership with Roberto Torres and Blind Tiger Cafe, Endeavr is a cafe concept that was built specifically for Embarc Collective and was visually brought to life by design firm Pep Rally.

CONTENT CREATION STUDIO, POWERED BY JOHNSON POPE

With the support of Johnson Pope, we were able to build the Embarc Collective Content Studio. Here, startups are able to record and produce audio and video content to grow their brands.



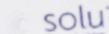
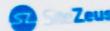
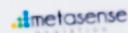
CONFERENCE SPACES

Because startup members welcome their board members, investors and customers to meet each day at Embarc Collective, our conference areas are our highest utilized spaces. Ex3Labs, University of South Florida and Florida Funders are key partners to helping us provide these designated areas for key meetings.

EMBARC COLLECTIVE RIBBON CUTTING

TUESDAY, FEBRUARY 4

COMPANIES WHO BUILD, LEARN AND COLLABORATE AT EMBARC COLLECTIVE



@EMBARCCOLLECTIV | #WEEMBARC

2020 RIBBON CUTTING

On February 4th we hosted our official ribbon cutting for our new 32,000-square-foot startup hub in downtown Tampa.

We welcomed 200 guests (pre-pandemic) to our new facility and showed them how Embarc Collective can bring the Tampa Bay startup community together.

City of Tampa Mayor Jane Castor, Embarc Collective Chairman Jeff Vinik, Embarc Collective CEO Lakshmi Shenoy and Embarc Collective members Rosa Shores (BlockSpaces) and Michael Joly (solu) all spoke at the launch of this physical central landing zone for the Tampa Bay startup community.



Embarc Collective Board of Directors, City of Tampa Mayor Jane Castor, Embarc Collective Members Rosa Shores and Michael Joly, Endeavr Proprietor Roberto Torres (pre-pandemic)



WHEREW/THAL

COI ENERGY
MAKING THE WORLD MORE ENERGY EFFICIENT

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CLOCKER

peerfit

Phonism

grifin

IDEAL AGENT

ShyftOff

EDGILITY
Cognitive Healthcare

2020

MEMBERSHIP



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HEALTH

BRAVE
FREIGHT

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homefacts

ITERIGHT



stocksavvy

LOG N
— OVATIONS —

Immertec

defynance
KNOWLEDGE FINANCIAL FREEDOM

Learn more about membership at www.embarccollective.com/join



2020
MEMBERSHIP



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MEMBERSHIP



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THE MEANING OF MEMBERSHIP

We are not a co-working space, accelerator or incubator.

We are a new kind of support model, one where each company's experience at Embarc Collective is customized around their unique priorities and challenges.

Our model borrows best practices from both platform teams found in venture funds and from physical innovation hubs that are prominent in other regions around the world.

Through our nonprofit structure, we provide world-class coaching, programming and community at a bootstrapped membership rate—ensuring our members receive extensive support for a deeply subsidized monthly fee.

Embarc Collective is home to nearly 60 early-stage tech and tech-enabled startups across all different industries, from healthcare to fintech to consumer products.



US Representative Kathy Castor Visits Embarc Collective (pre-pandemic)

THE MEANING OF MEMBERSHIP

Work With Experienced Pacesetters:



In 2020, members received almost 1300 hours of individualized coaching, based on the pace and milestones of each company, from our staff of experienced startup operators

Learn from the Best:



In 2020, 65 curated weekly group coaching sessions led by national and local thought leaders with an average participant rating of 3.75 out of 4.0

State-of-the-Art (and Safe) Home for Startup Teams:



In 2020, we opened our startup hub for members to call home and that the broader community can leverage for technology and startup education events

Vetted for Builders:



We expanded upon our robust repository of tools, templates and perks as well as grew our national network of vetted early-stage investors and customers in 2020

The Strongest Startup Community in Florida:



A community of fellow builders to lean on and learn from, now nearly 60 startups strong

BECOMING A MEMBER

The Embarc Collective community exemplifies the mindset of our culture and community, is hungry to solve a problem, has built a competitive product, and has the drive to succeed as a business. We are proud of the culture of the membership and how the wins of a member company serve as a motivator for others.

Criteria for membership includes:

- Demonstrate measurable traction
- Work out of or be headquartered in Tampa Bay; we are also accepting companies located in the central Florida area
- Work full-time on their business
- Have a business plan with clear milestones for the next 6-12 months
- We are actively supporting nearly 60 early-stage technology startups, which represents nearly 200 individuals.



Learn more about membership at
www.embarccollective.com/join

**IN 2020, MEMBERS
RECEIVED ALMOST 1300
HOURS OF 1:1 COACHING**

HOW WE ARE DIFFERENT

The core differentiator for Embarc Collective is our founder coaching.

Founders meet with on-staff Embarc Collective coaches to work on the foundations of their business and the challenges unique to their startup's journey.

The Embarc Collective coaching team has collectively worked with thousands of early-stage companies. We are a high-caliber group of startup operators aligned on each company's business goals and objectives, which means founders have access to a dedicated bench of strategy and functional experts.

We pride ourselves on leading with prepared and quality support—time is precious, so gone are the days of founders explaining their business to a new person every time they're in need of guidance, feedback, or for a simple gut-check. We dive in to work on the challenges that are core to overcome today.

Our team truly serves as an extension of the startup teams we serve.

LEARNING FROM THE BEST

Embarc Collective hosts weekly programming exclusively for our member companies across business function areas including Leadership, Talent Strategy, Fundraising, Sales, Marketing, Product, and Development.

**65 SESSIONS IN 2020,
RATED 3.75 OUT OF 4.0**

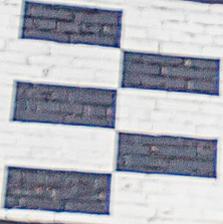
All sessions are recorded so that startups can access this content should they need it at a later date, and we have built a content repository of nearly 75 sessions.

Embarc Collective remains committed to bringing in a diverse set of national speakers to support the specific pain-points and topics of members.

Through the virtual-nature of the pandemic, we've experienced an increase in access to national experts, with nearly 50% of speakers coming from out-of-market, nearly 50% of speakers identifying as women, and over one-third identifying as racially or ethnically diverse.

Some of the industry expert speakers who have led workshops in 2020 include:

- Mark Jacobstein (Former CEO of iSkoot, QualComm)
- Kelly Keegan (Head of People at BuiltIn)
- Jose Martins (HubSpot for Startups Lead)
- Angela Tran (General Partner at Version One Ventures)
- Kevin Dorsey (VP Sales at PatientPop)
- Mike MacCombie (Head of Platform at ffvc)
- Bob Moore (CEO of Crossbeam)
- Mark Achler (Managing Director at MATH Venture Partners)
- Andrew Ackerman (Managing Director at Dreamit Ventures)
- Nathan Beckord (CEO of Foundersuite)



**Embarc
Collective**



2020 BOARD OF DIRECTORS & FOUNDERS CIRCLE

Jamie Brown, Board Observer

David Felman

Marty Hammock, Board Observer

Alex Jenkins

Howard Jenkins, Board Observer

Carole Jenkins, Board Observer

Steve Jenkins

Jason Kuhn

Courtney Kuhn, Board Observer

Steve MacDonald

Brian Murphy

Jim O'Connell, Board Observer

Ben Pratt

Jeff Vinik, Chairman

Lakshmi Shenoy

Dr. Rebecca White

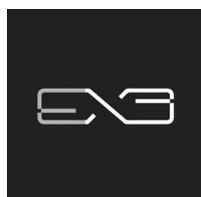


Embarc Collective Board of Directors and Founders Circle with City of Tampa Mayor Jane Castor (pre-pandemic)

2020 SUPPORTERS



JPMORGAN CHASE & Co.



2020 CORPORATE ADVISORY COUNCIL

Michael Bloom,
University of South
Florida

Raymond Correra,
JPMorgan Chase

Bill Habermeyer,
Florida Business
Development
Corporation

Ashlee Lane,
Accenture

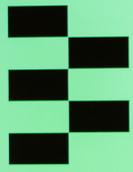
Josh Shannon, CDW



2020 YOUNG PROFESSIONALS BOARD

- Joe Bachman, Fifth Third Bank
- Cory Bernstine, United Soccer League
- Stephanie Boussias, Hunter Business Law
- Alyinth Bowen, Bisk Education
- Blake Brunner, Kobie Marketing
- Antonio Cotton, Bisk Education
- Ishani Hewage, Kobie Marketing
- Conner Hourigan, Beach Community Bank
- Ishrain Hussain, Jabil Inc.
- Andrew Jones, Grubhub
- Katherine Labarta, Haneke Design
- Michael Marraccini, Ultimate Medical Academy
- Evaristo Palmer, Cherry Bekaert LLP
- Hayley Phillips, Diamond View
- Will Shanahan, Diamond View
- Andrew Simpson, Bayshore Solutions
- Danielle Sly, Kobie Marketing
- Chantae Still, University of South Florida
- Dan Thompson, Vaco
- Jesus Vidaurri, Tech Data
- James Zebrowski, Collegiate Entrepreneurs' Organization, Inc.





**Embarc
Collective**

#WeEmbarc



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Collective



Embarc Collective Ribbon Cutting (pre-pandemic)

ATTRACTING BUILDERS TO TAMPA BAY

The Twitterverse has highlighted the influx of talent migrating from California and other major tech markets to Florida. While the Twitter chatter has mostly been concentrated on South Florida, over the past few years, we've seen a similar influx of talent in other parts of the state, including Tampa and St. Pete.

Our team at Embarc Collective is asked about what's it's like to move from a major tech market to Florida almost weekly. With the frequency of asks, we created an informal network in 2019 of individuals all new to our market, coming from places like San Francisco, New York City, Chicago, Atlanta, and beyond. Some were returning to Florida after starting their career elsewhere after leading teams at places like Zynga, Grubhub, and Snapchat. Others were brand new to the state.

What struck us was each of the new people we've met through this network is incredibly entrepreneurial, and Tampa Bay is a place that welcomes and encourages individuals to create a stronger, more collaborative community.

"The plan was to work in New York with few great companies, then return home to Tampa. It was important for me to experience a different environment and learn new ideas from other people. We're now working to open the doors to our new restaurant [in Tampa] called Willa's in early 2021. Despite all the issues we are facing today, we remain excited about the opportunity ahead and feel lucky to be in here. Tampa has come a long way and is still growing stronger every day. We're thrilled to help take it to the next level."
— Nate Siegel, Owner/Operator of Willa's and Willa's Provisions

ATTRACTING BUILDERS TO TAMPA BAY

“I always knew there was a strong possibility that I’d move back to my hometown but it became a no-brainer as I spent more time learning about the emerging startup community. Now that I’m here, it has become even more clear that I made the right choice thanks to a strong support system built to raise up both individuals and companies that call the community home.”

— Andrew Jones, Data Engineer at LearnVest, Casper and Grubhub

"I'm so glad I moved back to Tampa. I've gotten front row seats to some of the most exciting years in Tampa's development, and I'm constantly amazed at how much our city has grown since my childhood."

— Ariana Alfonso, Jetty, previously at Ravti

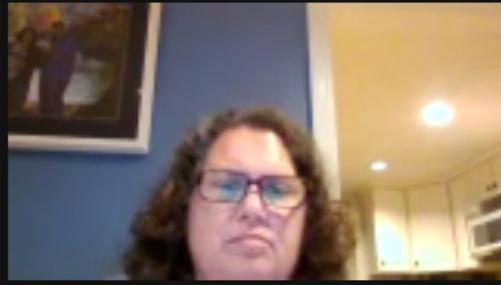
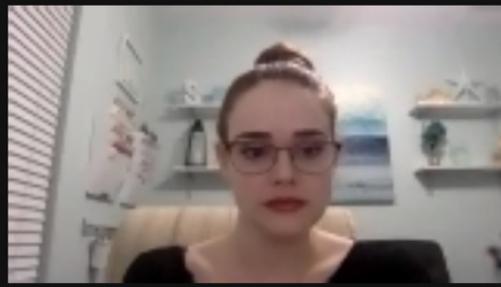
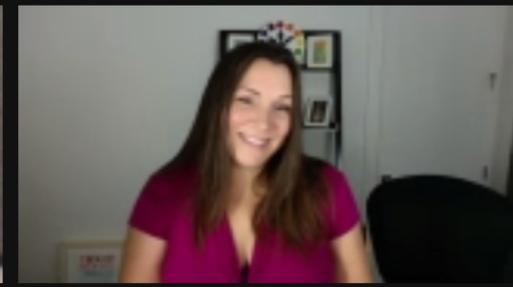
“After building multiple national and international startup communities, I chose Tampa Bay as my forever home because I recognized a growing startup ecosystem at an inflection point in their journey to create immense value for the businesses that launch and grow here. Seeing the potential in this ecosystem, I wanted to be a part of that positive momentum, adding value from my previous experiences. Thank you for welcoming me, Tampa Bay!”

— Candice Rezvanian, Director of Founder Success at Florida Funders, previously at Endeavor and Village Capital

"Being from Georgia, I often lamented that I missed Atlanta's transformation and growth as a young professional. When my family moved down to the Tampa Bay region, I started to witness and learn about Tampa's rise: the changing skyline, demographic shifts, and massive inflows of investment and human capital. Keen to not miss out again, I moved to Tampa last summer and am increasingly excited about the region's future."

— Matt Phelps, Vice President at JPMorgan Chase





KEEPING YOU SAFE THROUGH COVID-19

The coronavirus pandemic presented a sudden and unusual set of challenges in our inaugural year of facility operations.

In consultation with local health professionals, Embarc Collective created a robust set of protocols to facilitate a safe, compliant, and collaborative space for members and the greater community.

Enhancements include:

- Automated, confidential daily health questionnaire
- Contactless temperature screening
- Mask requirements
- Frequent cleaning and disinfecting of all shared spaces and surfaces
- Informational signage, including current CDC guidance, policy reminders, directional arrows, and distance markers
- Repurposing and rearranging shared spaces to support distancing requirements
- Limits on group and meeting sizes
- Clear procedures, including contact tracing, for managing users with a confirmed or suspected case or exposure

HANDSHAKE? DO THIS INSTEAD.



NAMASTE



HAND OVER HEART



RAISE EYEBROWS & SMILE



WAI BOW



SIGN LANGUAGE WAVE



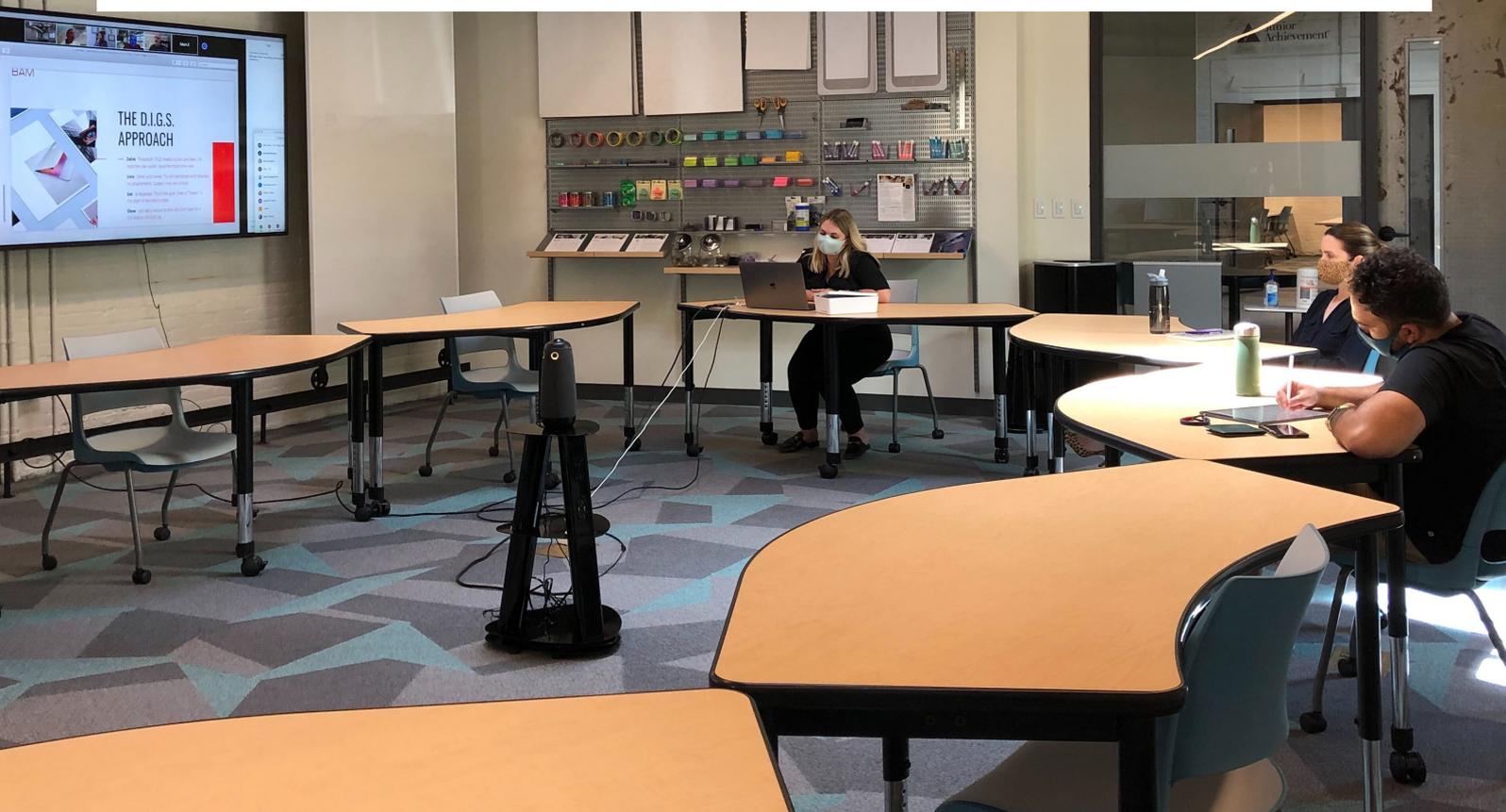
SHAKA SIGN

FLEXING OUR NIMBLENESS: HYBRID EVENTS

The events program officially launched at Embarc Collective in February following the building ribbon cutting. Events were at full speed in March before the events industry was challenged to pivot to virtual and hybrid events because of COVID-19.

Hybrid events allow for a few in-person attendees and the remainder of attendees participating in the event virtually. Our event spaces are outfitted with conference cameras and technology to allow companies to utilize video conferencing for remote attendees. Embarc Collective hosts workshops in our classroom spaces using video conferencing, and spaced out seating for the few in-person attendees.

Hybrid events have been successful in our Large Auditorium. Spacing guided by long tables, attendees each have their own table at an event in the auditorium, which helps enforce safe distancing while masked and allows a place to organize personal belongings.





Members, Coaches and Investors at our 2020 Investor Summit (pre-pandemic)

2020 INVESTOR SUMMIT

We believe that entrepreneurship is the great equalizer. Whether you are building in San Francisco, NYC, Chicago, or Tampa Bay, our variety of paths lead to a similar journey. Building a solution that solves a need. Assembling a team. Leveraging a community of support. Creating impact through revenue, job creation and education. Raising funding to scale.

Our mission is to spread this narrative—High-growth companies can now start and scale their journey anywhere, not just in a few coastal cities. That's why we welcomed 30 national investors to play a part in the start of our journey at Embarc Collective at our national Investor Summit.

At our Investor Summit, our guests met the top emerging tech startups in the state of Florida and engaged in peer-led discussions on the future sustainability and growth of our nation's startup communities with speakers like Amy Nelson (Venture for America), Elias Torres (Drift), Anna Mason (Revolution), Chris Keller (NextGen Venture Partners), Ed Jean-Louis (Tale VP), and Jay Clouse (upside).

They also got to enjoy the best of Tampa Bay—including sunset networking hour at the Marriott Water Street and tickets to a game with the Stanley Cup Champion, Tampa Bay Lightning.

Our participants included investors from American Family Ventures, Anthos Capital, Cultivation Capital, Dreamit, Elsewhere Partners, Gener8tor, Hamilton Lane, HBCUvc, Mucker Capital, SaaS VC, and Village Capital among others.



Frank Gruber, Anna Mason, Chris Keller and Ed Jean-Louis at our 2020 Investor Summit (pre-pandemic)

2020 CEO SUMMIT

In October 2020, Embarc Collective set out to collaboratively host a Southeast CEO Summit for 50 Series A + B tech founders invited by 13 regional venture firms including Bull City Venture Partners, Calano Ventures, Cofounders Capital, Embarc Collective, Engage, Florida Funders, IDEA Fund Partners, Miami Angels, Mucker Capital, NRV, Overline, Tech Square Ventures and The JumpFund.

The event enabled us to reduce each individual organization's load of virtual event planning by coming together for one Southeast-wide CEO Summit while also expanding the brand-building goals of the Southeast as a unified region with thriving startup support.

Our goal was to provide a speaker lineup of nationally-recognized CEOs and operators to learn from and one-on-one meetings with relevant investors to build relationships with for future funding rounds.

Southeast CEO Summit speakers included Matt Salzberg (Blue Apron), Lo Toney (Plexo Capital), Victoria Treyger (Felicis Ventures), Erik Rannala (Mucker Capital), Brian Murphy (ReliaQuest), Jan Seale (Former Havenly and Trunk Club), and Anthony Kennada (Front, Former Gainsight).

Event highlights include:

- 40 CEOs and investors attended our virtual kick-off via Atlanta-based startup, Civic Dinners
- 50 CEOs attended our virtual CEO Summit via virtual events platform Slingshow
- 58 investor office hours introductions were curated by Build In SE with firms including Bain Capital, Emergence Capital, Greycroft, Lightspeed Venture Partners, Mucker Capital, NEA, Foundation Capital, Foundry Group, Revolution, B Capital Group, Radian Capital

We hope that this event served as a catalyst to increase the number of startup success stories across the Southeast through connection to later-stage national venture capitalists and the development of regional peer-led CEO groups.

2020 GLARING GAP REPORT & SUMMIT

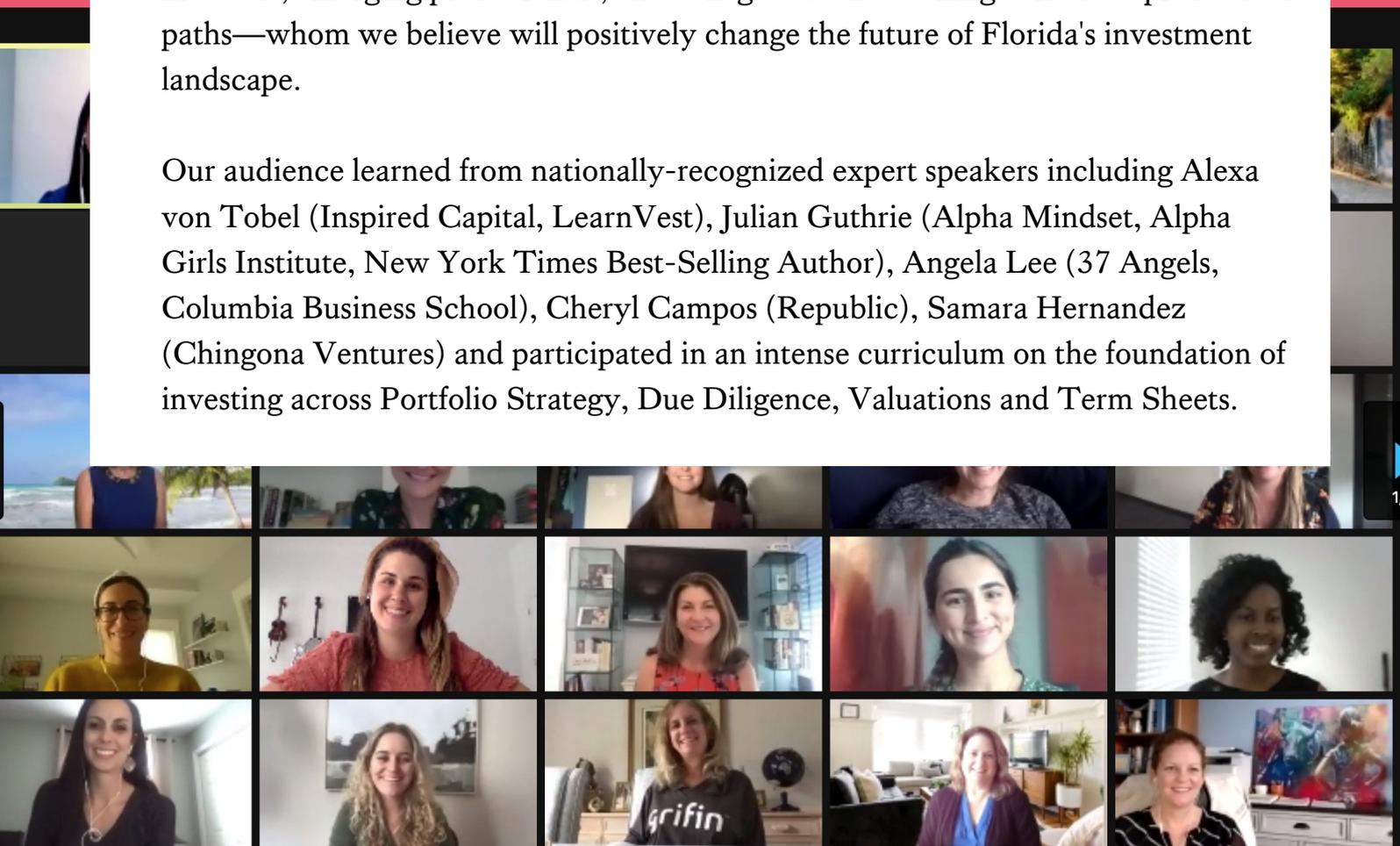
Through the support of JPMorgan Chase, Embarc Collective set out to conduct a comprehensive study to better understand the state of tech entrepreneurship for women in Florida. Some of the findings were disheartening:

- Although the number of women-founded startups in Florida that raised early-stage venture funding has increased, they still received just 12% of capital over the past decade
- In 2018 and 2019, not one individual woman participated in an investment round in Florida
- Just 8% of Florida-based investment firms have a woman in an investing or leadership role

In response, Embarc Collective launched the Glaring Gap Summit to expose Florida-based women to the various types of startup investing, a rigorous investing curriculum, real-world application, and the opportunity to build relationships among other local women interested in startup investing.

We selected 50 Florida-based women to participate across 3 audiences—accredited investors, emerging professionals, and college students seeking venture capital career paths—whom we believe will positively change the future of Florida's investment landscape.

Our audience learned from nationally-recognized expert speakers including Alexa von Tobel (Inspired Capital, LearnVest), Julian Guthrie (Alpha Mindset, Alpha Girls Institute, New York Times Best-Selling Author), Angela Lee (37 Angels, Columbia Business School), Cheryl Campos (Republic), Samara Hernandez (Chingona Ventures) and participated in an intense curriculum on the foundation of investing across Portfolio Strategy, Due Diligence, Valuations and Term Sheets.



Embarc Collective



VISITORS TO EMBARC COLLECTIVE

MIKE BLOOMBERG

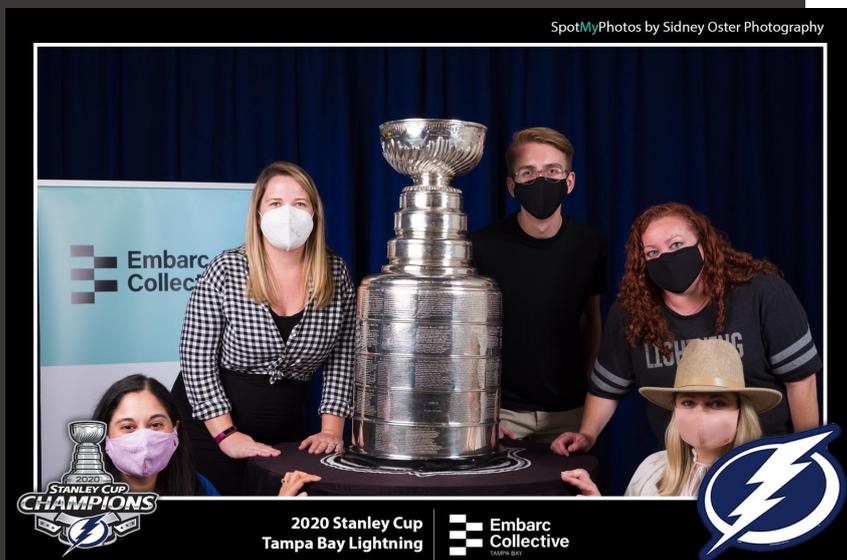
At the close of January, Embarc Collective hosted the former Mayor of New York City, Mike Bloomberg. This event was notable as it was two days prior to the member celebration of the building opening, and a week before Embarc Collective's official ribbon cutting. The event was a true stress-test for events in the auditorium prior to the events program officially launching. We used this as an opportunity to further refine our event frameworks and create a playbook for future events of this scale.



THE STANLEY CUP

Embarc Collective was thrilled to host the Stanley Cup two weeks after the Tampa Lightning won their final series game. To remain safe amidst COVID-19, members were able to sign up for limited time slots in advance of the event. Processes were implemented to ensure COVID-19 safety measures, including limited sign-up slots to reduce capacity, signage that encouraged distance for attendees in line, and staff to ensure a distanced and quick-moving line. Photo-sharing member company, SpotMyPhotos, partnered with a professional photographer to allow attendees to receive their photos instantly and without contact.

SpotMyPhotos by Sidney Oster Photography





City of Tampa Mayor Jane Castor at our 2020 Ribbon Cutting (pre-pandemic)

BUILDING A PARTNER NETWORK FOR IMPACT

We believe the sum is greater than its parts, and we continue to build partnerships with impactful organizations from around the world to help our member companies push progress. We know that partnership is the core of creating better conditions for startup success, and therefore we have built these relationships locally, state-wide, Southeast-wide, and across the globe.

In June of 2019, we announced over 50 local and national partners dedicated to supporting startup success. Since then, we have added partnerships with national organizations such as AFWERX, mHUB, General Assembly, and QC Fintech.

This means that if a member startup is traveling to the San Francisco Bay Area or Boston for a conference or meeting, they can work from our partner location at GSVlabs—embedding in a community with the same ethos as Embarc Collective whenever traveling to a major startup hub. Or, if the LAB Miami is hosting a tech conference or pitch event, Embarc Collective is provided with an opportunity to recommend companies to apply or share exclusive discounts to attend.

Embarc Collective also has anchor partners in our 32,000 square foot state-of-the-art innovation hub, including the experience design and digital innovation firm EX3 Labs, statewide venture capital firm Florida Funders, Tampa Bay full-service law firm Johnson Pope, and the Junior Achievement Academy for Collaborative Entrepreneurship.

SPOTLIGHT ON JUNIOR ACHIEVEMENT

In November 2019, the partnership between Junior Achievement and Embarc Collective was officially announced. Since the announcement, Junior Achievement has hosted middle school and high school students from local schools at Embarc Collective in the Junior Achievement Academy for Collaborative Entrepreneurship (ACE) Classroom. Students learn about entrepreneurship and innovation, and hear personal stories of grit and perseverance from special guest speakers, including Embarc Collective member company founders.

TOOLS TO MAKE BUILDING EASIER

Leveraging our data and analytics backbone, Embarc Collective released several tools and resources in 2020 for members startups and the Southeast technology community at large.

These resources include:

- Revamped Member Resource Database (available to Embarc Collective members only)
- 2nd Annual Southeast Capital Landscape
- COVID-19 Startup Resource Database
- TampaBayStartupJobs.com
- COVID-19 Displaced Talent Database (available to Embarc Collective members only)
- 2020 Community Survey
- 2020 Glaring Gap Report & Updated Florida Women Founder/Investor Database

Learn more at reports.embarccollective.com.

Southeast Capital Landscape

[About](#)

[Add a Firm](#)

A directory of startup funders in the Southeast United States

We believe conveners and community partners can help provide transparency and education to the process of starting and scaling a startup. Our hope with this list is that startups can more easily find local capital resources and that funding opportunities will be better distributed throughout the Southeast—no matter where you are located.

Note: This is a list of capital providers of venture-backed startups in the Southeast US region; currently active as a firm or investor. To include any firm or investor we did not already surface, please [add your firm](#).

Firms	States	Cities	Stages	Industries						
Fund Name	City	State	Industry	Stages	Website					
1 Alabama Futures Fund	Birmingham	Alabama	Agnostic	Seed	https://alabamafutu					
2 Bonaventure Capital, LLC	Birmingham	Alabama	Real Estate	Growth	https://www.bonave					
3 Collective Capital Ventures	Birmingham	Alabama	Software Medical Device Enterprise Health	Growth Series B Series A Seed	ccventures.co					
4 Fidelis Capital	Birmingham	Alabama	Enterprise	Series A	http://www.fidelisca					
5 Jemison Investment Company	Birmingham	Alabama	Agnostic	Series A Seed	https://www.crunchi					

ENGAGING TECH PROFESSIONALS NEW TO TAMPA BAY

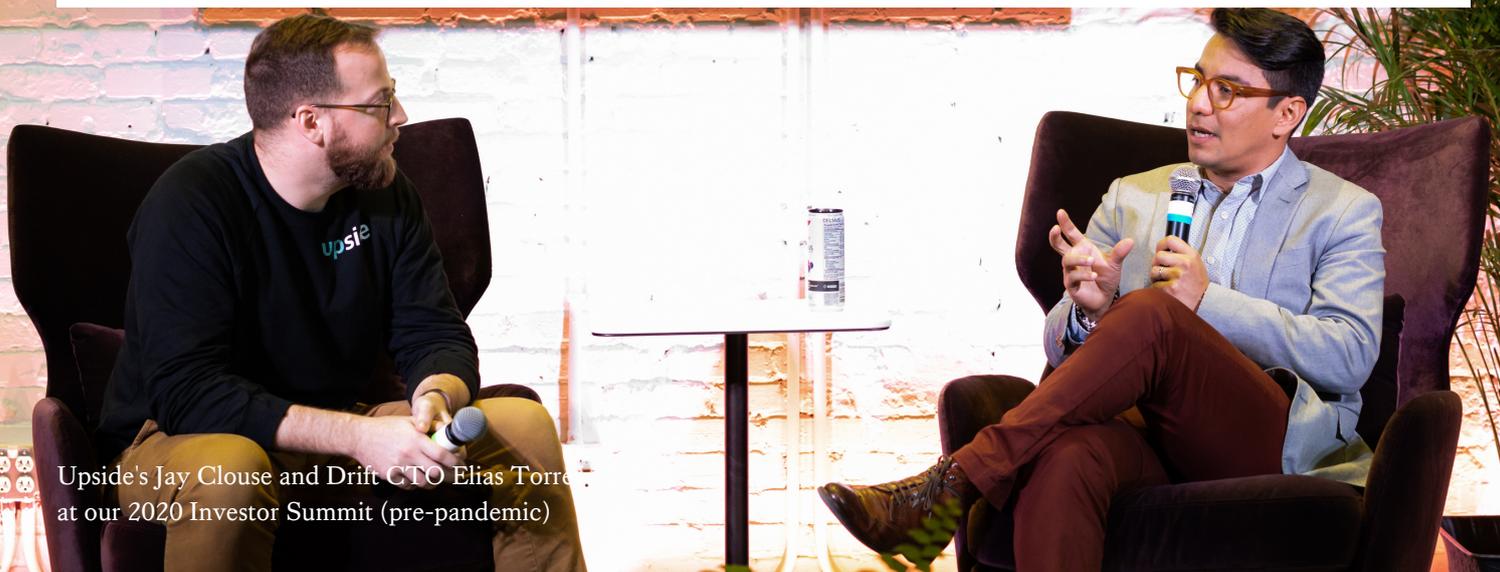
Launching in January 2020, Embarc Collective set out to formalize a "boomerang and expat network"—a community of operators, investors, and builders who have recently relocated to Tampa Bay from a major market. Since its inception, this network has grown to over 50 talented individuals.

Individuals in this network include:

- Dan Treiman (former Founder of HelloFresh and Yumble) - New York
- Jessica Seyferth (former Head of Sales at Nordstrom Trunk Club) - Chicago
- James Galley (former BD at Hulu and Netflix) - San Francisco
- Ty Blachly (former Chief of Staff at Snap) - Los Angeles
- Melissa Aufmann (former Director of Talent at United Airlines) - Chicago

Wins across this network in the 2020 year included:

- Whitney Holtzman published her first book, *You Are the First You*, available on Amazon
- Jim Galley joined ReliaQuest as VP of Business Development
- Ryan Schneider became President of Vacayou (Embarc Collective member)
- Vijay Singh became CTO at Bravado Health
- Ty Blachly joined Openly's Advisory Board (Embarc Collective member)
- Kate Health joined Embarc Collective as a Brand and Marketing Strategy Advisor



Upside's Jay Clouse and Drift CTO Elias Torre
at our 2020 Investor Summit (pre-pandemic)



The Embarc Collective team (pre-pandemic)

2020 EMBARC COLLECTIVE TEAM

Lakshmi Shenoy, CEO

Justin Davis, Product Strategist

Allie Felix, Platform Director

Kate Heath, Executive Advisor

Dan Holahan, Member Experience Manager

Kelly Kehoe, Administrative Manager

Kailah Matyas, Talent Strategist

Steve Parkis, Executive Advisor

Karyn Rood, Events Manager

Ryan Schneider, Executive Advisor

Jeff Shimmel, Facilities Manager

Vijay Singh, Dev Strategist

Team Alumni:

- Tyana Daley
- Fabio De Sousa
- Chris Pizzo



TEAM RESUME



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